

MINUTE RECORD

MICHIGAN DEPARTMENT OF COMMUNITY HEALTH/OFFICE OF DRUG CONTROL POLICY STRATEGIC PREVENTION FRAMEWORK/STATE INCENTIVE GRANT (SPF/SIG)	
WORKGROUP NAME:	Childhood and Underage Workgroup
DATE:	Tuesday, April 15, 2008
TIME:	10:00 A.M. - Noon
LOCATION:	Office of Highway Safety Planning Collins Rd., Lansing
CHAIRPERSON	Dianne Perukel 517-333-5337 PerukelD@michigan.gov
CALL IN OPTION	404-443-6397 Access Code: 3319646
STAFF LIAISON	Tine Laux

INTENDED MEETING OUTCOME

Welcome and introductions. Coordinate conference call and on site groups. Pass handouts which had previously been emailed.

1. Approve 03/18/08 Minutes and today's agenda.
2. Update on THMs: Latest federal developments; news from the field
3. Overview of general CUAD purpose and deliverables; discussion of potential timelines, Part II
4. Next steps and adjournment.

SUMMARY OF KEY POINTS

Welcomes and introductions by in-person and on-phone participants.

Handouts, which had also been emailed, were disbursed: 1. Minutes Draft (03/18/08); 2. Agenda (04/15/08); "Overview of CUAD and Workgroup Profile with expected deliverables" (as previously used in March); 4. SEWs "Original Top 10 ATOD Priority Problem List" (from Carolyn Foxall); 5. "Underage Logic Model on ARTCD" (repeated presentation for monthly reference); 6. CUAD Business Cards, created by Dianne Perukel, were passed out to members.

Recognition again given Ken Dail, Prevention Network, and MCRUD for THM Web Site creation.

Minutes of 03/18/08 were approved unanimously, after correcting attendance, following a motion by Ken Dail, which was seconded by Dana Gire.

Town Hall Meetings:

- Overview given by those members who have attended THMs thus far (about 12). Ken felt there was more OUTPUT, this year with citizens saying "now what?"
- THM/CUAD Web site: Groups are observed using our web site THM materials; no data available on amount of web hits. Consensus to leave it there as long as possible since the maintenance is part of PN's FY 08 workplan with ODCP; Ken Dail indicated that there is currently no ability for auto calculation of web hits. Although OHSP is not currently funding the website, Dianne indicated she is working with OHSP to potentially enhance MCRUD's technical ability and staffing in FY 09 budget. Briefly discussed other options with no decisions at this time.
- THM Discussions also centered around:

- “Laws, but no lost license” - frustration regarding retailers repeatedly being fined, but seemingly receiving no law enforcement censure for sales to minors.
- More gas stations sell liquor now, with creative applications to MLCC assisting approvals; no quota on beer and wine take out licenses – is a local recommendation by police. Local governments can limit the number of licenses, and the proximity of, but state wide restrictions are only based on population versus density.
- Group discussed the assumed relationship between high gas prices and alcohol use; would this be a factor in any changes in future drunk driving data?
- State Summary: Created one question to ask THM communities right now, with the bulk of our state summary coming after communities have had a chance to do something with the created synergy. This is to be drafted by Tine, approved by ODCP, sent to THM coordinators by Tine, who will also collect the responses. She will forward them to Ronnie Polad, who will tally the top UAD priorities identified at the responding THMs.
- Recommendations for the future:
 - Some of the suggestions they would like to make to the federal funder of THM: 1.) Increase planning time to a minimum of 3 months for preparation ahead of event. 2.) Provide federal planning tools much earlier in process. 3.) List participants by location of site, rather than by coordinator’s address. 4.) Align more closely with SPF process.
 - Suggestions made to provide Michiganized tools (as provided this year) much earlier in the process. Specific timing was not discussed, however a general informal discussion indicated a need for more planning time with the Michigan tools. A partial solution was to keep a CUAD/THM web site current all of the year
 - Beer bottle logo concerns: in future, emphasize the NOT more efficiently; highlight “minor” so it remains highlighted when not in color
- Dianne reported on the media file of THM coverage which she has created, and is maintaining, in Excel program, with tabs for individual communities. Some interesting media attention has paired prevention messages along side of alcohol advertisements: For example, Marie noted that the trademark “message in a beer bottle” anti-use slogan was followed by an alcohol ad on next print page; and Jill reported a billboard prevention message being placed next to an alcohol ad (which the ad company took down). To help track media coverage, use search engine to set alerts to look for key words associated with THMs
- Brenda updated progress with certificates of thanks

OVERVIEW OF CUAD PURPOSE AND DELIVERABLES _ PART II

- Carolyn Foxall gave an overview of SPF/SIG history, workgroup development and timelines. She clarified that the delays in starting this workgroup have resulted in it joining the SPF SIG at a different point in the process than originally intended.
- We then began an overview of CUAD purpose and deliverables, by reviewing the Workgroup Overview again. We dealt only with the first deliverable: “Priorities for reducing childhood and underage drinking based on problems identified by the SEW.” We were given the SEW’s “Original Top 10 ATOD Priority Problem List” (these had been reduced to five by the SEW, on 02/24/06) to review before next meeting. Dianne will provide the SAC’s top five before next meeting.
- The rest of the discussion involved brainstorming different things which the CUAD members could envision the group doing, which included:
 - Literature reviews (doing and/or collecting)
 - Seeking grants
 - Finding out what CUAD really looks like in MI: combination of data: the THM question; the focus of SPF strategic and implementation plans, etc...

- Use the Logic Model, SPF Plans, THM feedback, data to set 5 basic UAD Outcomes CUAD is focused on....follow SPF Process
- Design CUAD recommendation for MI CUAD Strategic Plan
- Remain connected to the UAD efforts of other states and national movements/organizations
- Recommend to SEW any CUAD data gaps not already realized at state, CA, County, local levels
- Clarify for the field the relationships between different federal and state boundaries
- Explore “pushing”, with CW, for “mandatory” use of MIPhy

ACTION			
ACTION ITEM	RESPONSIBLE	DEADLINE	PROGRESS AND FOLLOW-UP ACTIONS
Minutes/Agenda Typed	Tine	10 business days after meeting	05/05/08
Email/duplicate the top 5 state priorities from SAC	Dianne	Before next meeting	
Give Dianne links to the UAD Strategic Plans of other states	Tine	ASAP	
Finalize, approve, send, forward THM coordinator question/responses	Tine/ODCP	ASAP	04/20/08 Approved, Sent
Ronalee compiles responses after info is forwarded from Tine	Tine/Ronalee	04/29 from Tine 05/20/08 compiled	All emails forwarded from Tine 04/30/08.
WORKGROUP OVERLAP			
<p>■ PLEASE LIST ANY ACTION ITEM, KEY POINT, OR MEETING OUTCOME (FROM ABOVE TABLES) THAT WILL EFFECT ANY OTHER WORKGROUP OR CLUSTER.</p> <p>■ LIST ANY DECISION, INFORMATION, POSITION, ETC., WHICH YOU NEED FROM OTHER WORKGROUPS OR CLUSTERS.</p> <p>■ RECORD OVERLAP AMONG WORKGROUPS EVEN IF THE WORKGROUPS ARE IN THE SAME CLUSTER.</p>			
OVERLAPPING GROUPS (PLEASE LIST ALL GROUPS)	OVERLAPPING ISSUE		COMMUNICATION STRATEGY AND OTHER ACTIONS TAKEN TO RESOLVE OVERLAP

RESEARCH & TECHNICAL ASSISTANCE REQUESTS		
<p>■ PLEASE LIST EVERY REQUEST FOR RESEARCH, TRAINING, OR TECHNICAL ASSISTANCE HERE. PLEASE ALSO RECORD ALL ACTIONS TAKEN TO MEET THIS REQUEST. FOR EXAMPLE, YOUR REQUEST FOR RESEARCH MAY BE “NEED RESEARCH ON THE USE OF RISK ASSESSMENTS AT DHS.” THE ACTION ITEM WOULD BE “GATHERING RESEARCH ON RISK ASSESSMENT FROM DHS.” ANOTHER ACTION ITEMS MAY BE “JIM NYE GAVE A PRESENTATION ON THE RISK ASSESSMENTS USED BY DHS.”</p> <p>■ NOTE THE REQUEST FOR RESEARCH IN THE “REQUEST FIELD.” NOTE WHO YOU ARE CONTACTING TO MEET THIS NEED IN THE “TO WHOM” FIELD. NOTE ANY FOLLOW UP ACTION TAKEN IN THE “ACTION TAKEN” FIELD.</p> <p>■ PLEASE BE VERY CLEAR ABOUT WHAT IS NEEDED AND WHAT WAS DONE TO MEET THAT NEED.</p>		
REQUEST	TO WHOM	ACTION TAKEN

NEXT MEETING			
DATE:	TUESDAY, MAY 20, 2008		
TIME:	10:00 A.M. - NOON		
LOCATION:	Office of Highway Safety 4000 Collins Rd. Lansing, MI		
CALL IN OPTION: 404-443-6397 ACCESS CODE: 3319646			
ATTENDANCE			
PLEASE LIST EVERY MEMBER FOR EVERY MEETING REGARDLESS OF ATTENDANCE. PLEASE PUT “YES” IF THE PERSON ATTENDED THE MEETING AND “NO” IF THE PERSON WAS ABSENT. LIST EACH GUEST THAT ATTENDED THE MEETING.			
MEMBERS’ AND GUESTS’ NAMES	ORGANIZATION	WORKGROUP AFFILIATION	HERE? Yes/No
DAIL, KEN	MCRUD/PN	MEMBER	YES
FOXALL, CAROLYN	ODCP	SPF COORDINATOR	YES
GIRE, DANA	MCOSA – OFFICE OF SUBSTANCE ABUSE SERVICES, MACOMB COUNTY CMH	MEMBER	YES
HEAD, CAROLE	SAC- CALHOUN COUNTY	MEMBER	YES
HELVESTON, MARIE	NMSAS – NORTHERN MI SUBSTANCE ABUSE SERVICES, INC.	MEMBER	NO, EXCUSED FOR CSPPC MEETING
LAPRAD, BOB	BCOAOB – BISHOP’S COUNCIL ON ALCOHOL AND OTHER DRUGS, DIOCESE OF LANSING	MEMBER	NO
LAUX, TINE	CSAP FELLOW	ODCP STAFF LIAISON	YES
MARTINO, FRED	WGVU	MEMBER	NO
MCCANN, ELIZABETH	SDDFC/LFS – LATINO FAMILY SERVICES, DETROIT	MEMBER	YES, BY PHONE
JOANNA	LATINO FAMILY SVCS		YES, BY PHONE
PERUKEL, DIANNE	OHSP	CHAIRPERSON	YES
POLAD, RONALEE	MLRBA	MEMBER	YES
SCALERA, MARCI	WCHO – WASHTENAW COMMUNITY HEALTH ORGANIZATION	MEMBER	YES, BY PHONE
SCOTT, LARRY	ODCP	SPF MANAGER	NO
SMITH, HOMER	MADD	GUEST	NO
STONEBURNER, BRENDA	ODCP	GUEST STAFF	YES
SUBASTIAN, BARB	MLCC –/ LIQUOR CONTROL COMMISSION	MEMBER	YES
TWITCHELL, MICHELLE	MDCH	MEMBER	YES
WEBSTER, THERESA	SEMCA	GUEST, CA REPRESENTATIVE	NO
WORDEN, JILL	RIVERHAVEN COORDINATING AGENCY	MEMBER	YES